

ECONOMIC EFFECTS OF ALTERNATE LOCATIONS
OF INTERSTATE HIGHWAY 75 IN NORTHWEST GEORGIA

Prepared for
Rome-Floyd Chamber of Commerce
Rome, Georgia

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May 1965

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INTRODUCTION

Purpose

The immediate purpose of this report is to present in graphic and narrative form objective data and projections relating to population, employment, commuting patterns, special industrial development potentials, and highway usage in the 16 counties of northwest Georgia which are most concerned with the location of Interstate Highway 75 between Marietta and Adairsville. The ultimate purpose is to provide basic information which should be considered in evaluating the long-term economic effects of alternate locations of I-75 in northwest Georgia.

Scope and Approach

This study is confined to factors which are directly related to the economic growth potentials of the area which will be most directly affected by the location of I-75. This area includes the counties of Bartow, Catoosa, Chattooga, Cherokee, Cobb, Dade, Floyd, Gilmer, Gordon, Haralson, Murray, Paulding, Pickens, Polk, Walker, and Whitfield. No attempt is made to evaluate direct highway costs, highway design, or other related engineering considerations.

Information in this report was developed in cooperation with highway officials, county officers, development authorities, and others throughout the study area. Historical data were developed from reliable published sources, and projections are based on established trends and the experienced judgment of professional staff members who are familiar with the growth factors and potentials of the study area.

Other observations grew out of field inspections and evaluative studies of reports by IDD staff members experienced in matters concerning economic development related to freeway location. All facts and projections were checked with outside authoritative sources and evaluated by various members of the Industrial Development Division staff.

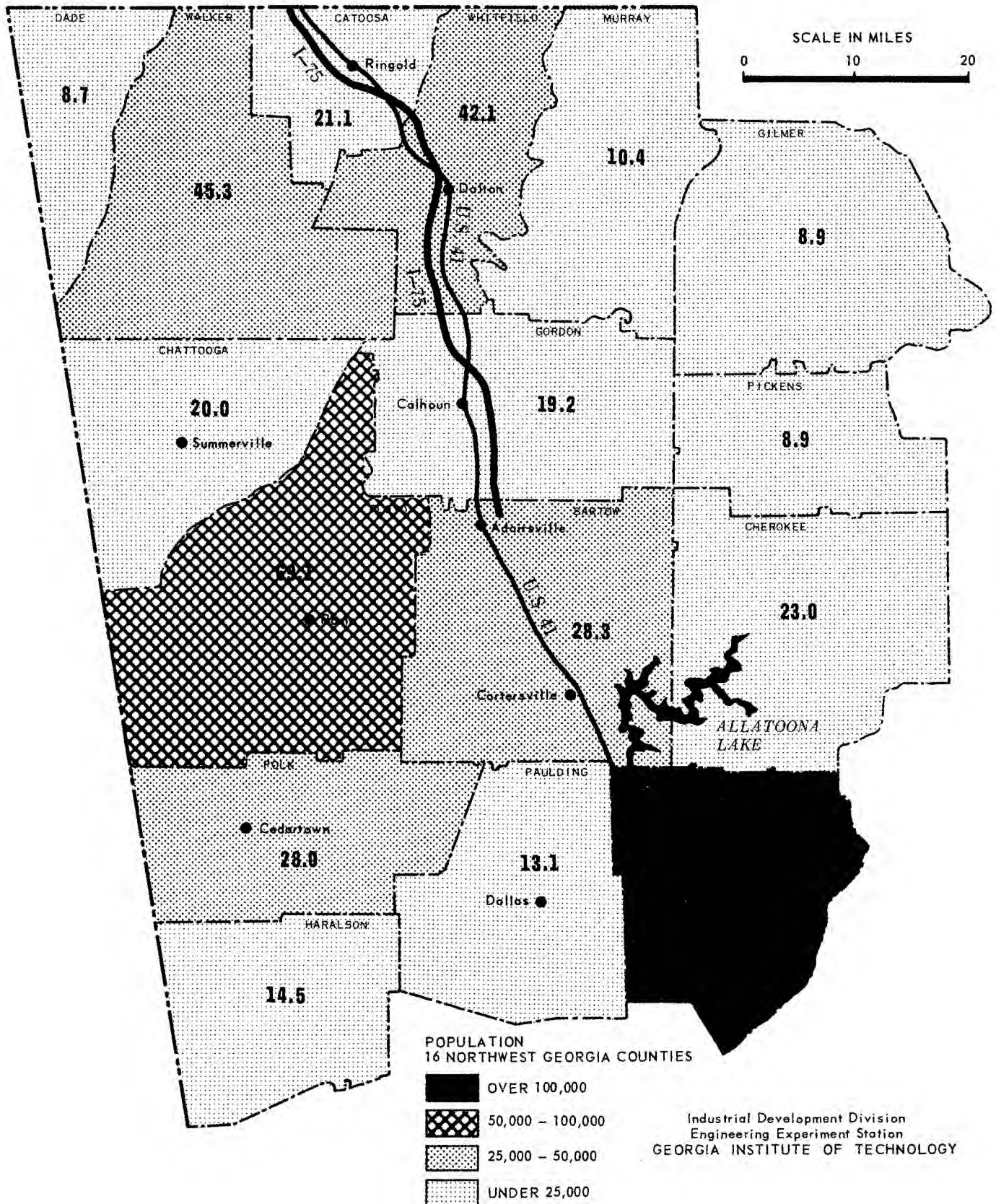
POPULATION

Population by County, 1960 and 1985

Map 1 and Table A show that the largest concentration of population in the study area in 1960 was in Cobb and Floyd counties. Following, in order of population size, were Walker, Whitfield, Bartow, and Polk counties. All other counties had less than 25,000 population.

Map 2 shows that the concentration of population in 1985 is expected to remain virtually as it was in 1960, with the exception of the tremendous gain predicted for Whitfield County. Both Cobb and Whitfield counties can expect increases of more than 150%, while Catoosa, Dade, Haralson, Paulding, and Walker counties should increase by more than 50%. Bartow, Cherokee, Floyd, Gordon, and Polk counties are expected to increase by more than 25%. It is likely that the population of Gilmer and Pickens counties will remain relatively stable, although a slight gain is possible.

MAP 1
POPULATION, 1960
(in thousands)



MAP 2
ESTIMATED POPULATION, 1985
(in thousands)

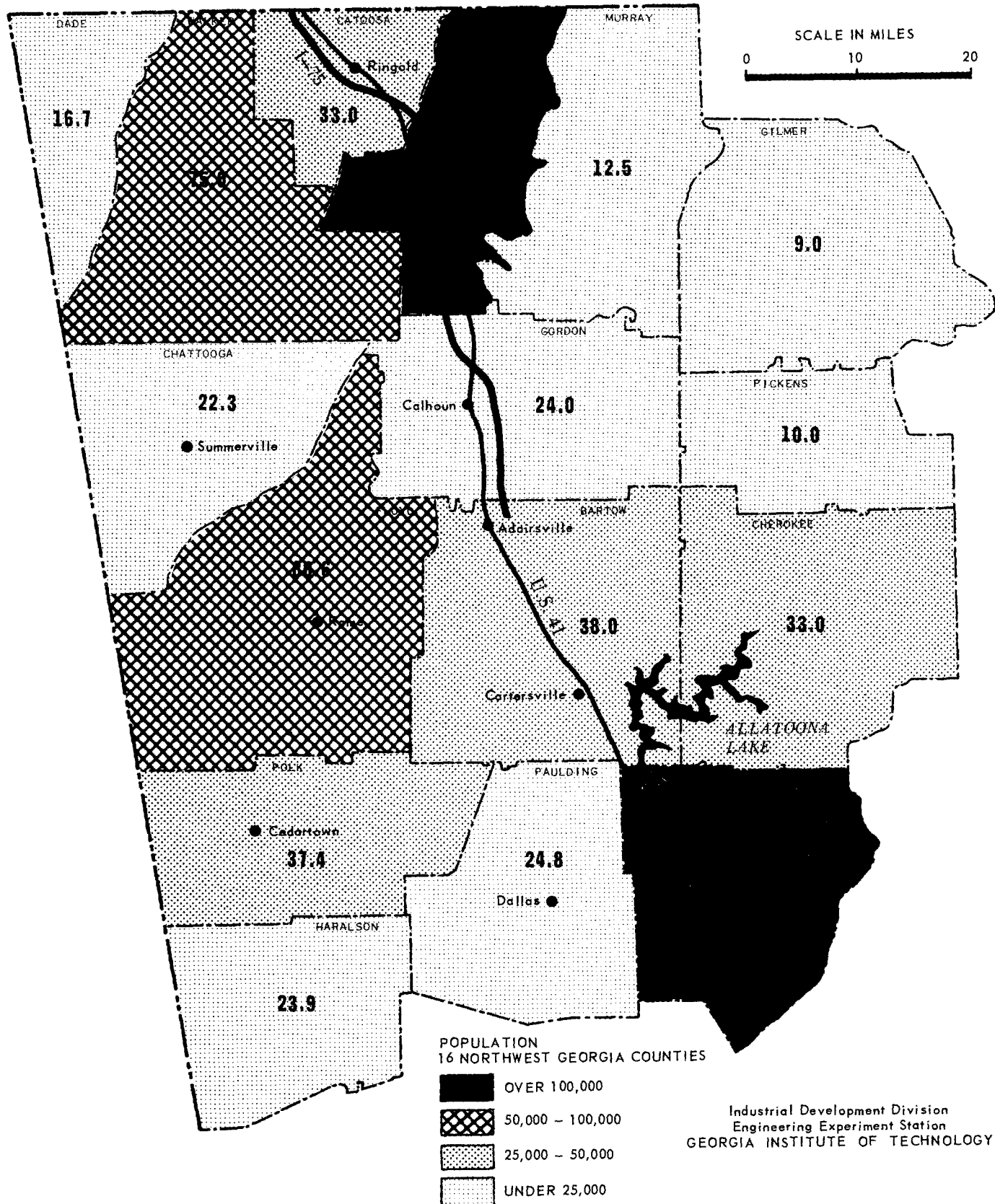


Table A

Population in 16 Northwest Georgia Counties 1960-85

<u>County</u>	<u>1960^{1/}</u>	<u>1985^{2/}</u>	<u>Increase 1960-85</u>	
			<u>Number</u>	<u>Percent</u>
Bartow	28,267	38,000	9,733	34.4
Catoosa	21,101	33,000	11,899	56.4
Chattooga	19,954	22,300	2,346	11.8
Cherokee	23,001	33,000	9,999	43.5
Cobb	114,174	350,000	235,826	206.5
Dade	8,666	16,700	8,034	92.7
Floyd	69,130	86,600	17,470	25.3
Gilmer	8,922	9,000	78	.9
Gordon	19,228	24,000	4,772	24.8
Haralson	14,543	23,900	9,357	64.3
Murray	10,447	12,500	2,053	19.7
Paulding	13,101	24,800	11,699	89.3
Pickens	8,903	10,000	1,097	12.3
Polk	28,015	37,400	9,385	33.5
Walker	45,264	75,000	29,736	65.7
Whitfield	<u>42,109</u>	<u>107,800</u>	<u>65,691</u>	<u>156.0</u>
Total	474,825	904,000	429,175	90.4

^{1/} U. S. Census of Population^{2/} Estimated

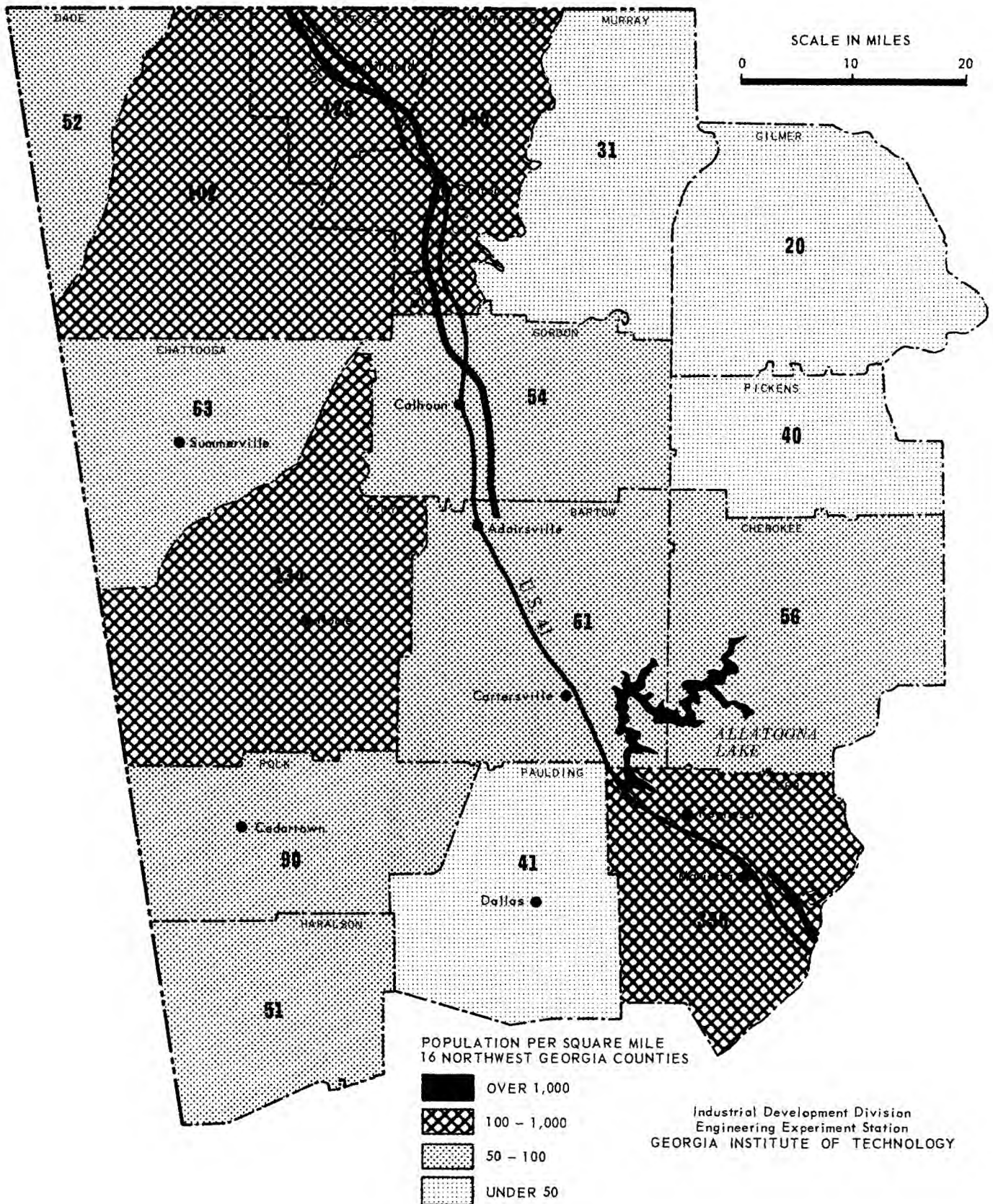
POPULATION

Population Density by County, 1960 and 1985

Maps 3 and 4 and Table B show that the population density in persons per square mile in 1960 is expected to continue to increase through 1985. The counties having over 100 people per square mile in 1960 were Catoosa, Cobb, Floyd, Walker, and Whitfield. It should be noted that the only counties of the 16 which are expected to have a population density of more than 100 people per square mile by 1985 are now bisected by or lie to the west of existing I-75 or its projection.

Map 4-A and Table B-1 show the distribution of the 1960 population in Cobb and Bartow counties east and west of U. S. Highway 41. This division will be similar to that anticipated by the section of I-75 to be constructed through this area. The map shows that the portion of the population of these counties which was located west of U. S. Highway 41 in 1960 was between 2.5 and 3 times the population east of Highway 41. This difference is expected to increase by 1985.

MAP 3
POPULATION DENSITY, 1960
(per square mile)



MAP 4
ESTIMATED POPULATION DENSITY, 1985
(per square mile)

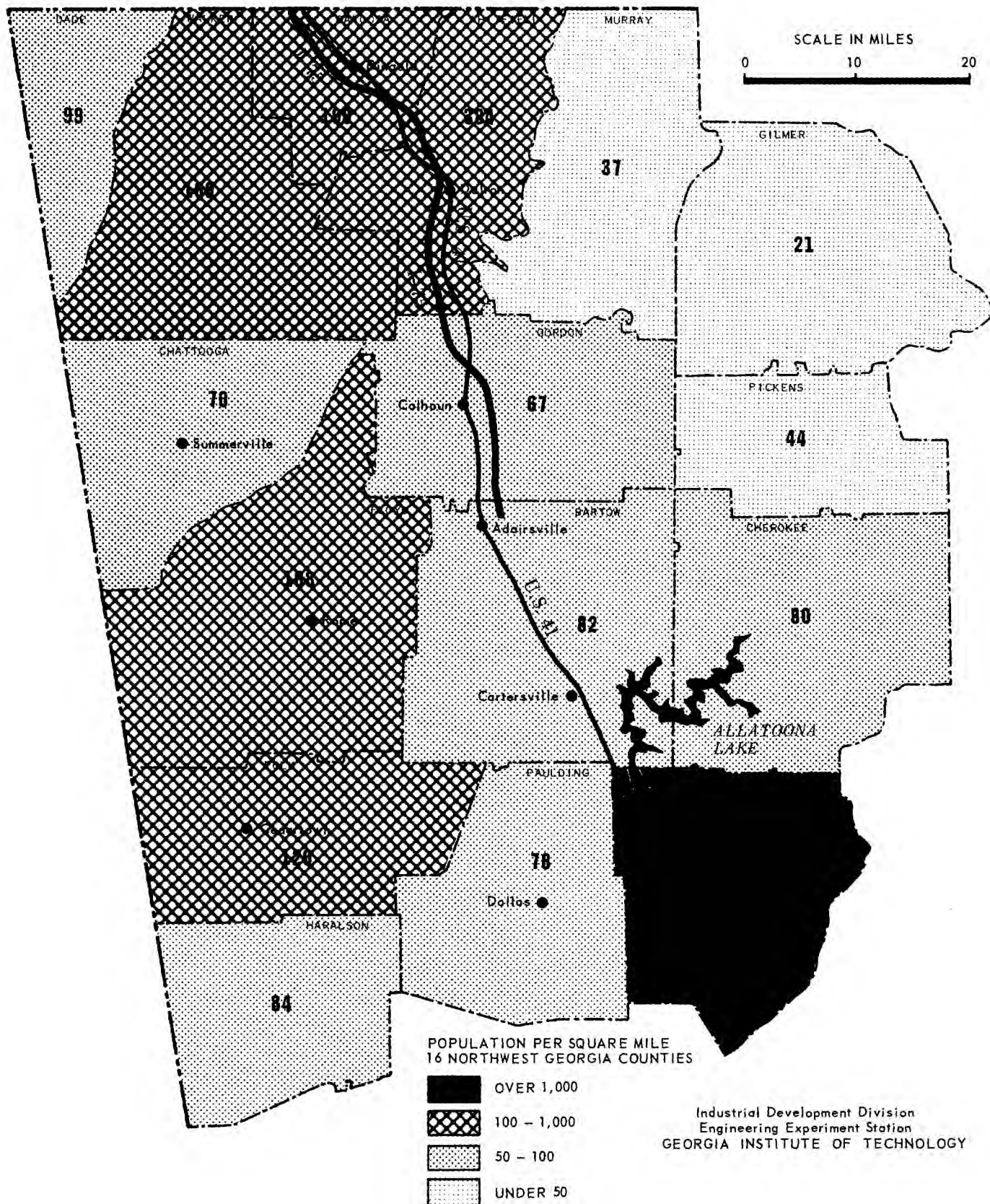


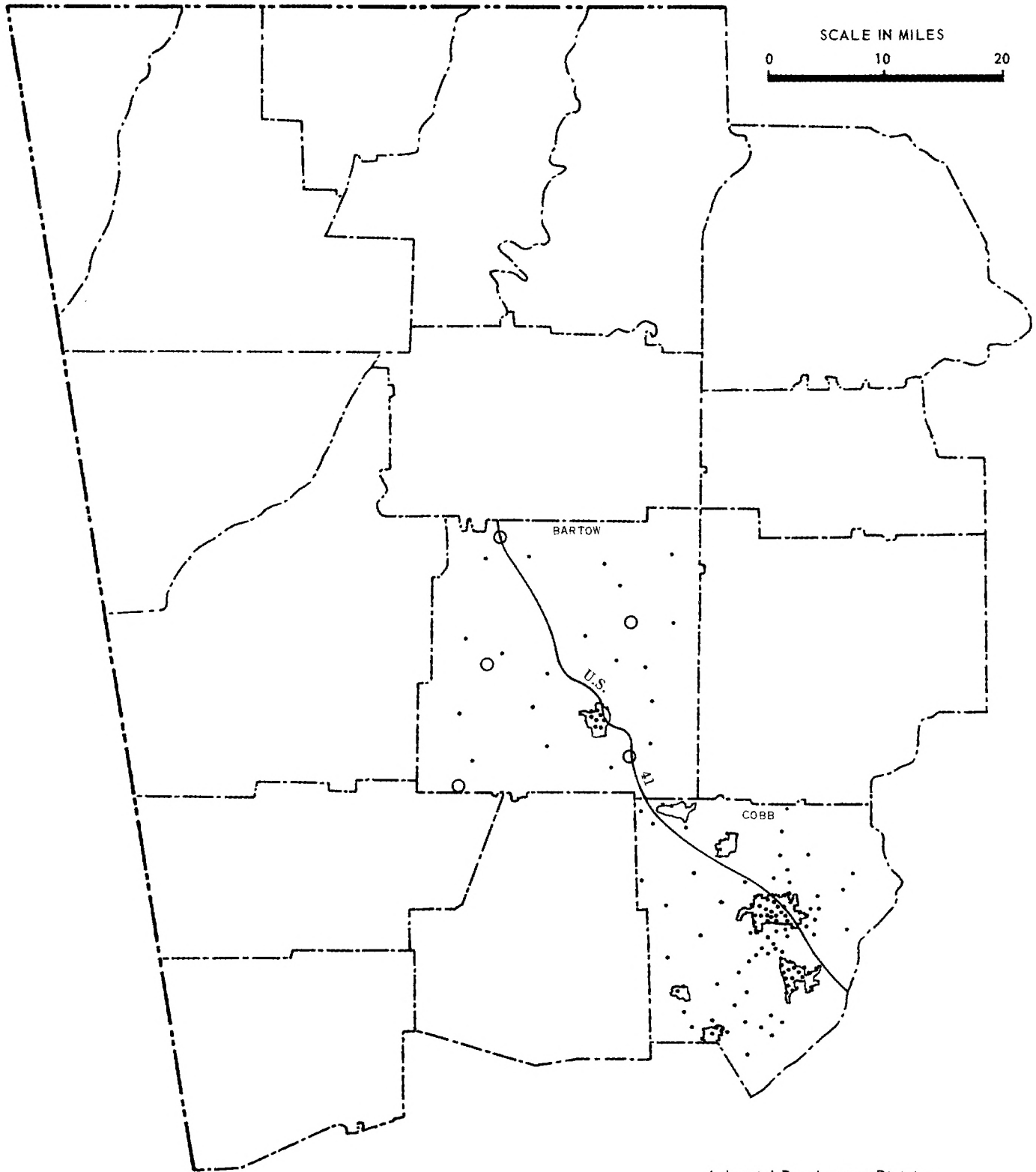
Table B

Population Density in 16 Northwest Georgia Counties 1960 and 1985

Population Density per Square Mile

<u>County</u>	<u>1960</u>	<u>1985</u>
Bartow	61	82
Catoosa	126	198
Chattooga	63	70
Cherokee	56	80
Cobb	330	1,012
Dade	52	99
Floyd	134	168
Gilmer	20	21
Gordon	54	67
Haralson	51	84
Murray	31	37
Paulding	41	78
Pickens	40	44
Polk	90	120
Walker	102	169
Whitfield	150	384

MAP 4-A
DISTRIBUTION OF POPULATION IN BARTOW AND COBB COUNTIES
(1960 Census)



• 1000 PERSONS

Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY

Table B-1

Distribution of 1960 Population in Bartow and Cobb Counties
West and East of U. S. Highway 41 (estimated)

	<u>West</u>	<u>East</u>
<u>Bartow County</u>		
Adairsville	513	513
Rest of Adairsville	1,124	1,124
Cartersville City	7,368	1,300
Rest of Cartersville	932	2,797
Emerson	500	166
Rest of Emerson Div.	636	636
Taylorville town (part) ^{1/}	199	-
Rest of Euharlee-Taylorville Div.	1,890	-
Kingston City	695	-
Rest of Kingston Div.	1,000	114
Ladds Div.	2,858	952
White town	-	439
Rest of White Pine Log Div.	<u>-</u>	<u>2,511</u>
Total Bartow County	17,715	10,552
Total Cobb County	<u>82,590</u>	<u>25,301</u>
Bartow and Cobb	100,305	35,853

^{1/} Rest of Taylorville in Polk County

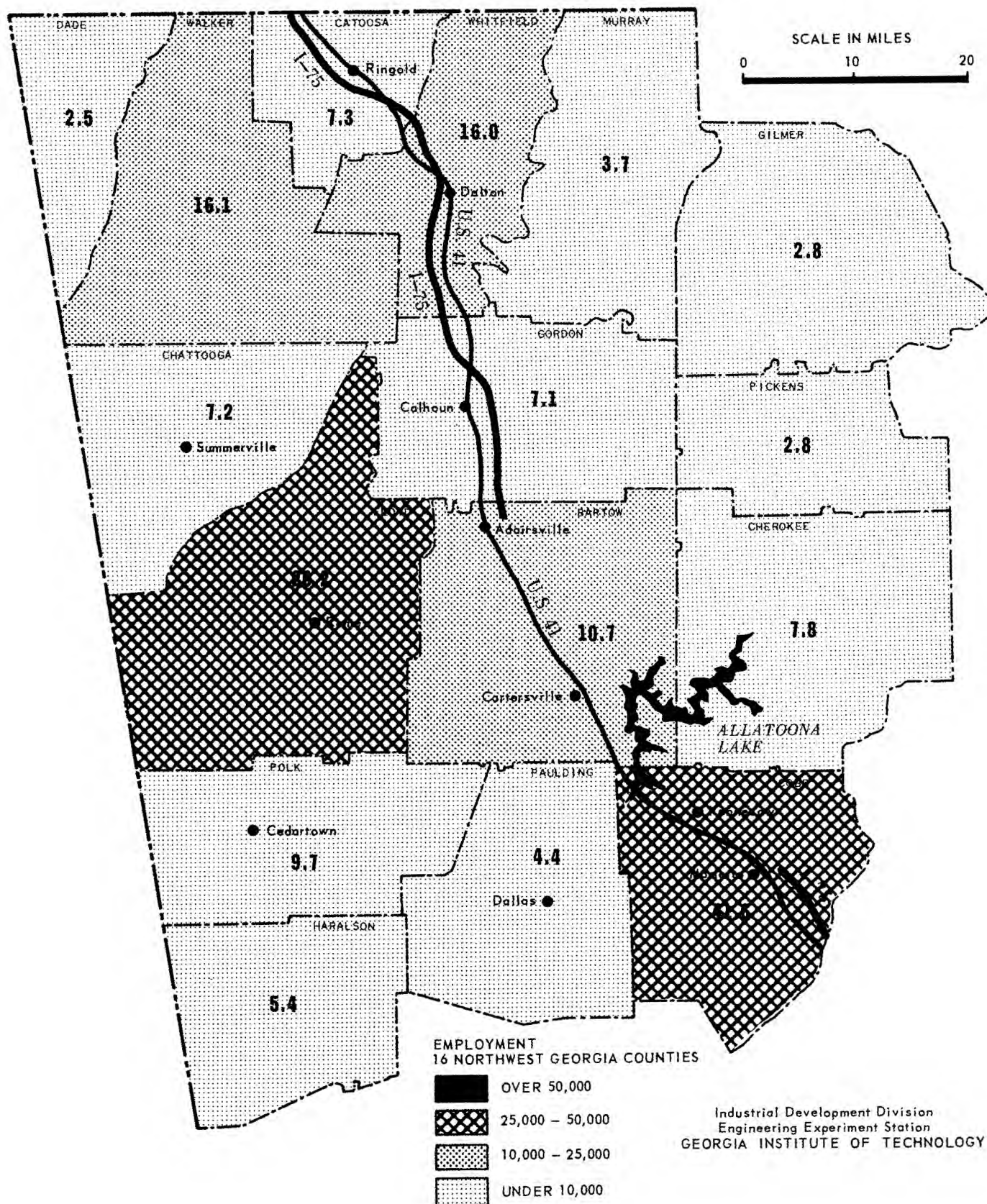
EMPLOYMENT

Employment by County, 1960 and 1985

Map 5 and Table C show 1960 employment by place of residence. The only two counties having more than 25,000 resident employees were Cobb and Floyd. The only other counties with more than 10,000 employees were Bartow, Walker, and Whitfield.

The estimated 1985 employment by place of residence is shown on Map 6 and Table C. The counties projected as having the most rapid increase in number of resident employees are Cobb, Floyd, Walker, and Whitfield. Those showing a smaller increase but still over 50% are Catoosa, Cobb, Dade, Haralson, Paulding, Walker, and Whitfield.

MAP 5
EMPLOYMENT, 1960 (IN THOUSANDS)
(by place of residence)



MAP 6
ESTIMATED EMPLOYMENT, 1985 (IN THOUSANDS)
(by place of residence)

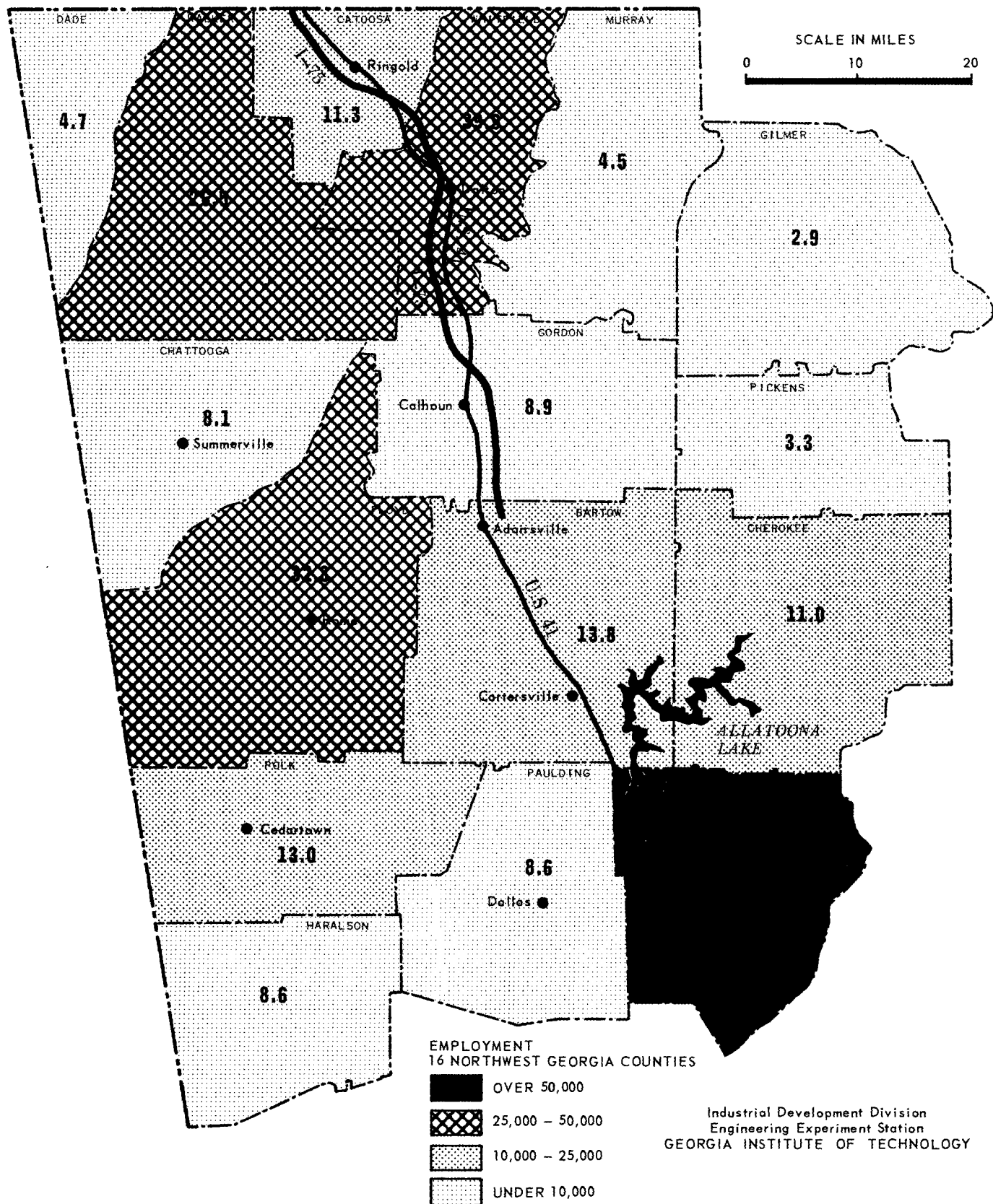


Table C

Employment in 16 Northwest Georgia Counties 1960-85

(by place of residence)

<u>County</u>	<u>1960^{1/}</u>	<u>1985^{2/}</u>	<u>Increase 1960-85</u>	
			<u>Number</u>	<u>Percent</u>
Bartow	10,696	13,800	3,104	29.0
Catoosa	7,299	11,300	4,001	54.8
Chattooga	7,234	8,100	866	12.0
Cherokee	7,839	11,000	3,161	40.3
Cobb	41,598	126,800	85,202	204.8
Dade	2,524	4,700	2,176	86.2
Floyd	26,202	32,300	6,098	23.3
Gilmer	2,796	2,900	104	3.7
Gordon	7,150	8,900	1,750	24.5
Haralson	5,383	8,600	3,217	59.8
Murray	3,710	4,500	790	21.3
Paulding	4,430	8,600	4,170	94.1
Pickens	2,848	3,300	452	15.9
Polk	9,711	13,000	3,289	33.9
Walker	16,110	26,500	10,390	64.5
Whitfield	<u>15,990</u>	<u>39,900</u>	<u>23,910</u>	<u>149.5</u>
Total	171,520	324,200	152,680	89.0

1/ U. S. Census of Population2/ Estimated

EMPLOYMENT

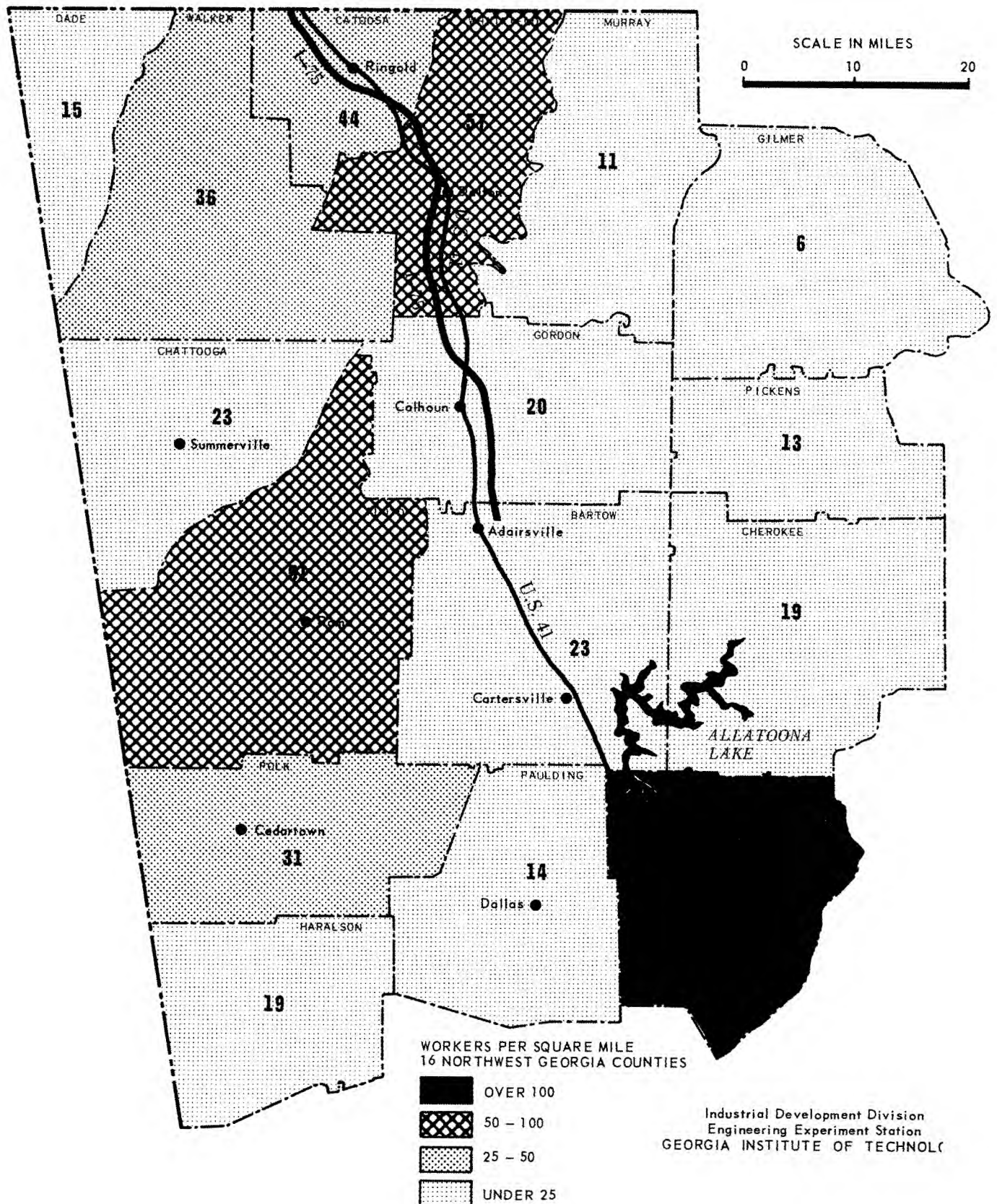
Employment Density by County, 1960 and 1985

Map 7 and Table D show the 1960 employment density per square mile by place of residence. Even though Floyd has the largest area of any of the 16 counties, it is one of the three that had more than 50 employees in residence per square mile. The other counties with this density are Cobb and Whitfield. Map 8 and Table D show that only Catoosa and Walker counties are estimated to grow enough to join the three with more than 50 employees (by place of residence) per square mile by 1985. The projected pattern of growth potential is similar to that for total population growth shown on Map 4.

Commuting Patterns

The estimated number of persons commuting to another county to work in 1985 is shown on Map 9 and Table E. Of the 16 counties covered in this report, Cobb has by far the strongest drawing power for commuting workers. The next strongest attraction for commuters is found in Whitfield, Floyd, and Walker counties.

MAP 7
EMPLOYMENT DENSITY PER SQUARE MILE, 1960
(by place of residence)



MAP 8
ESTIMATED EMPLOYMENT DENSITY PER SQUARE MILE, 1985
(by place of residence)

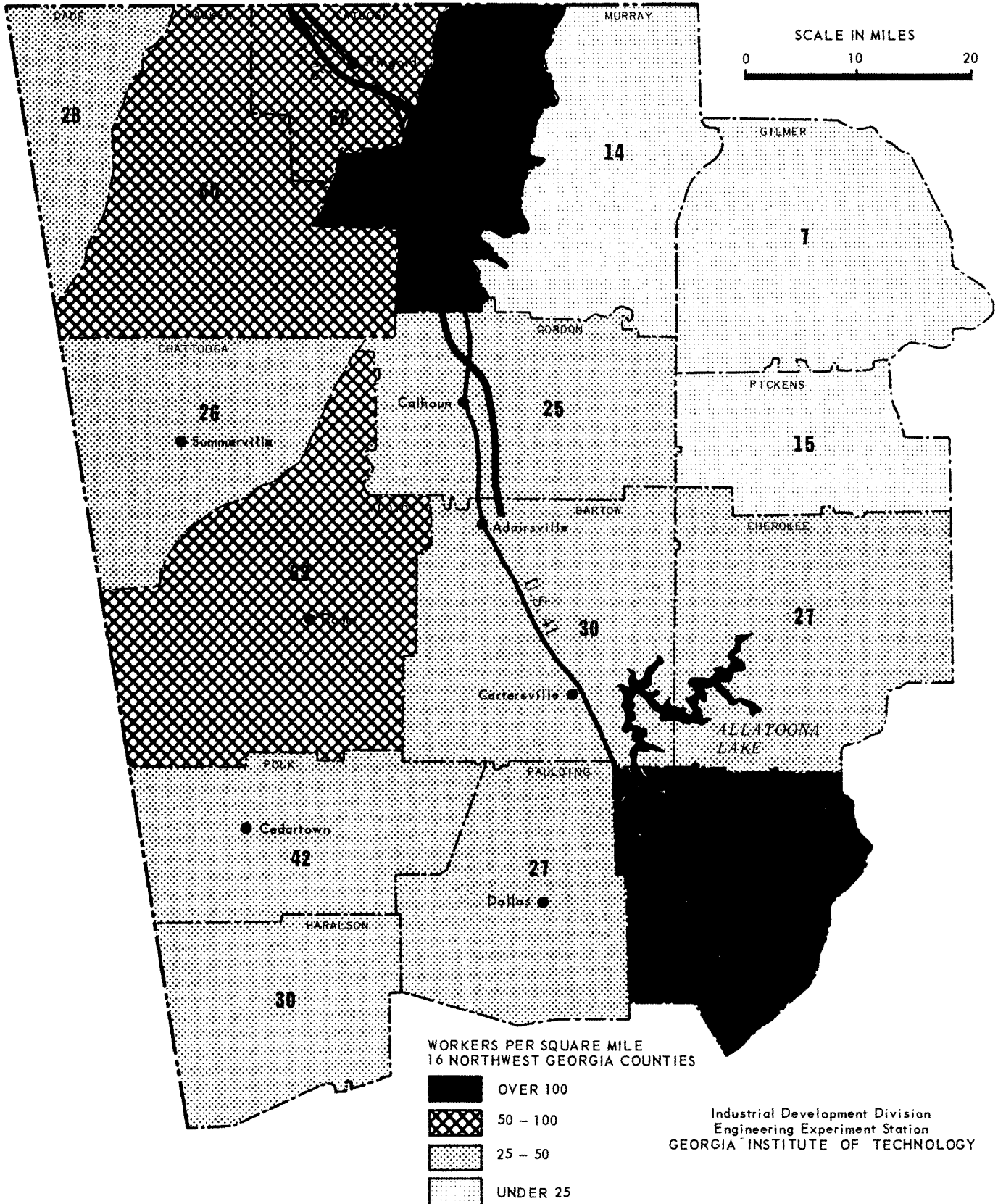


Table D

Employment Density in 16 Northwest Georgia Counties 1960 and 1985

<u>County</u>	<u>Employment^{1/} Density per Square Mile</u>	
	<u>1960</u>	<u>1985</u>
Bartow	23	30
Catoosa	44	68
Chattooga	23	26
Cherokee	19	27
Cobb	120	366
Dade	15	28
Floyd	51	63
Gilmer	6	7
Gordon	20	25
Haralson	19	30
Murray	11	14
Paulding	14	27
Pickens	13	15
Polk	31	42
Walker	36	60
Whitfield	57	142

1/ By place of residence

Table E

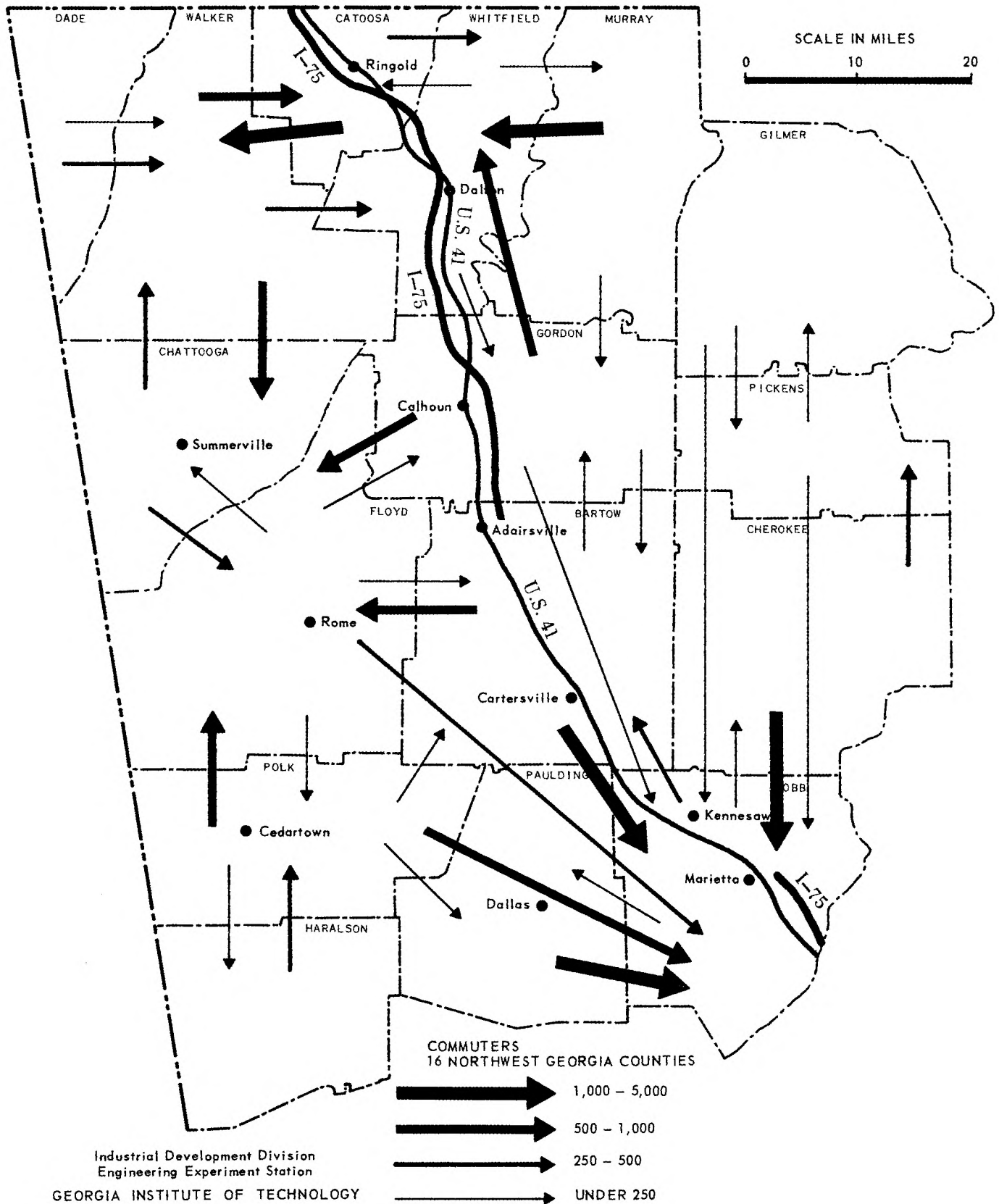
Work Commuting in 16 Northwest Georgia Counties

<u>County of Residence</u>	<u>Number of Out Commuters</u>		<u>Major Georgia Counties^{3/} of Work of Commuters^{4/}</u>
	<u>1960^{1/}</u>	<u>1985^{2/}</u>	
Bartow	1,719	2,350	Cobb, Fulton, Floyd, Gordon
Catoosa	4,759	7,550	Walker, Whitfield
Chattooga	603	700	Walker, Floyd
Cherokee	1,917	2,750	Cobb, Fulton, Pickens DeKalb, Forsyth
Cobb	13,773	41,700	Fulton, DeKalb
Dade	1,439	2,700	Walker
Floyd	979	1,250	Polk, Cobb, Bartow, Fulton, Gordon, Chattooga
Gilmer	230	250	Pickens, Cobb
Gordon	1,141	1,450	Whitfield, Floyd, Cobb, Bartow
Haralson	871	1,450	Carroll, Fulton, Cobb, Polk
Murray	1,638	2,050	Whitfield
Paulding	2,144	4,300	Fulton, Cobb, Carroll
Pickens	353	450	Cobb, Fulton, Cherokee, Gilmer
Polk	1,501	2,050	Floyd, Fulton, Cobb
Walker	7,110	11,950	Chattooga, Catoosa, Whitfield
Whitfield	602	1,550	Catoosa, Gordon, Murray

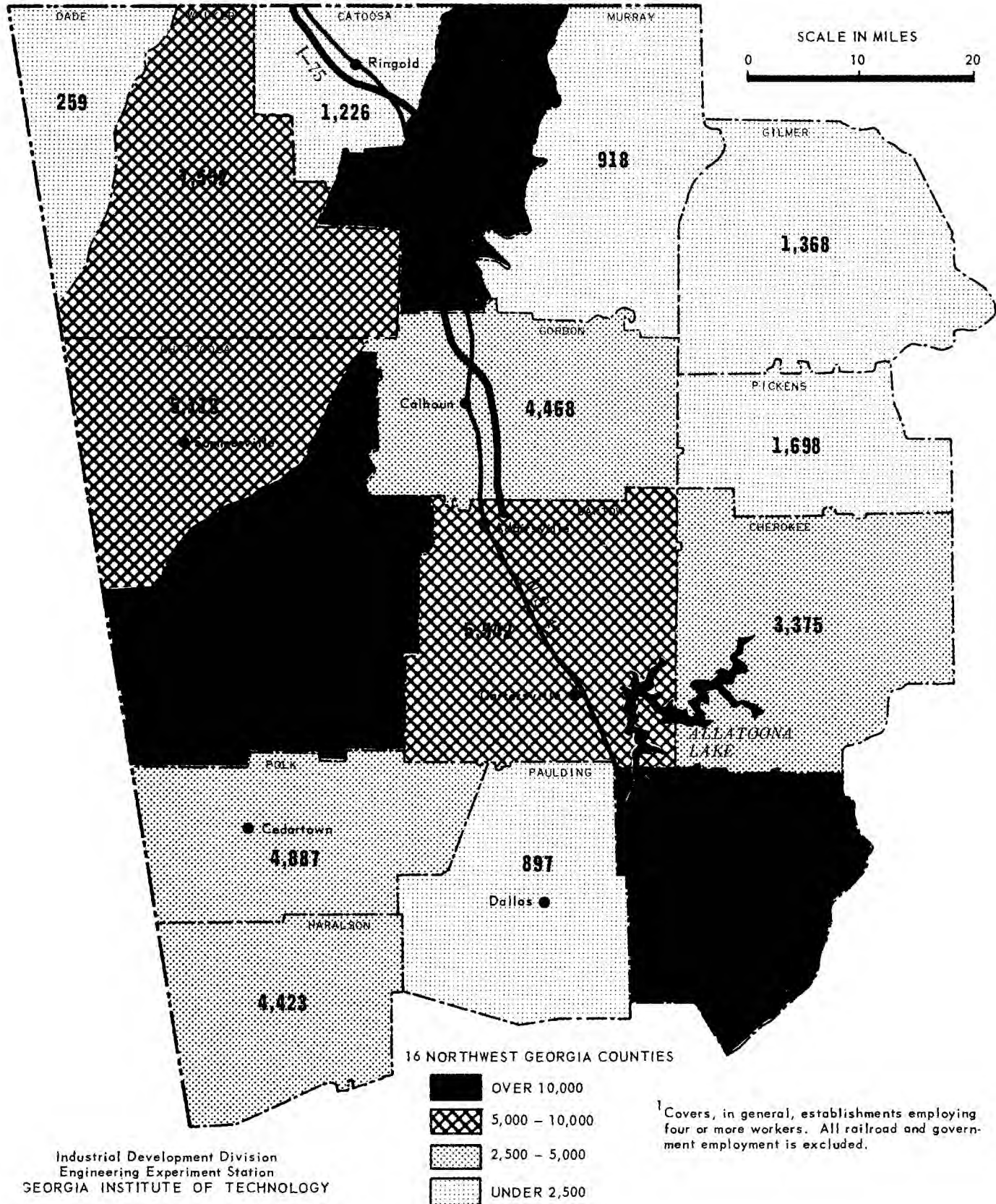
1/ U. S. Census of Population 2/ Estimated 3/ In order of importance

4/ Excludes counties in Tennessee and Alabama. Commuting is particularly heavy to Hamilton County, Tennessee (Chattanooga) from Walker, Catoosa, and Dade counties

MAP 9
WORK COMMUTING, 1985



MAP 9A
EMPLOYMENT COVERED BY THE GEORGIA EMPLOYMENT SECURITY LAW¹
SEPTEMBER, 1964

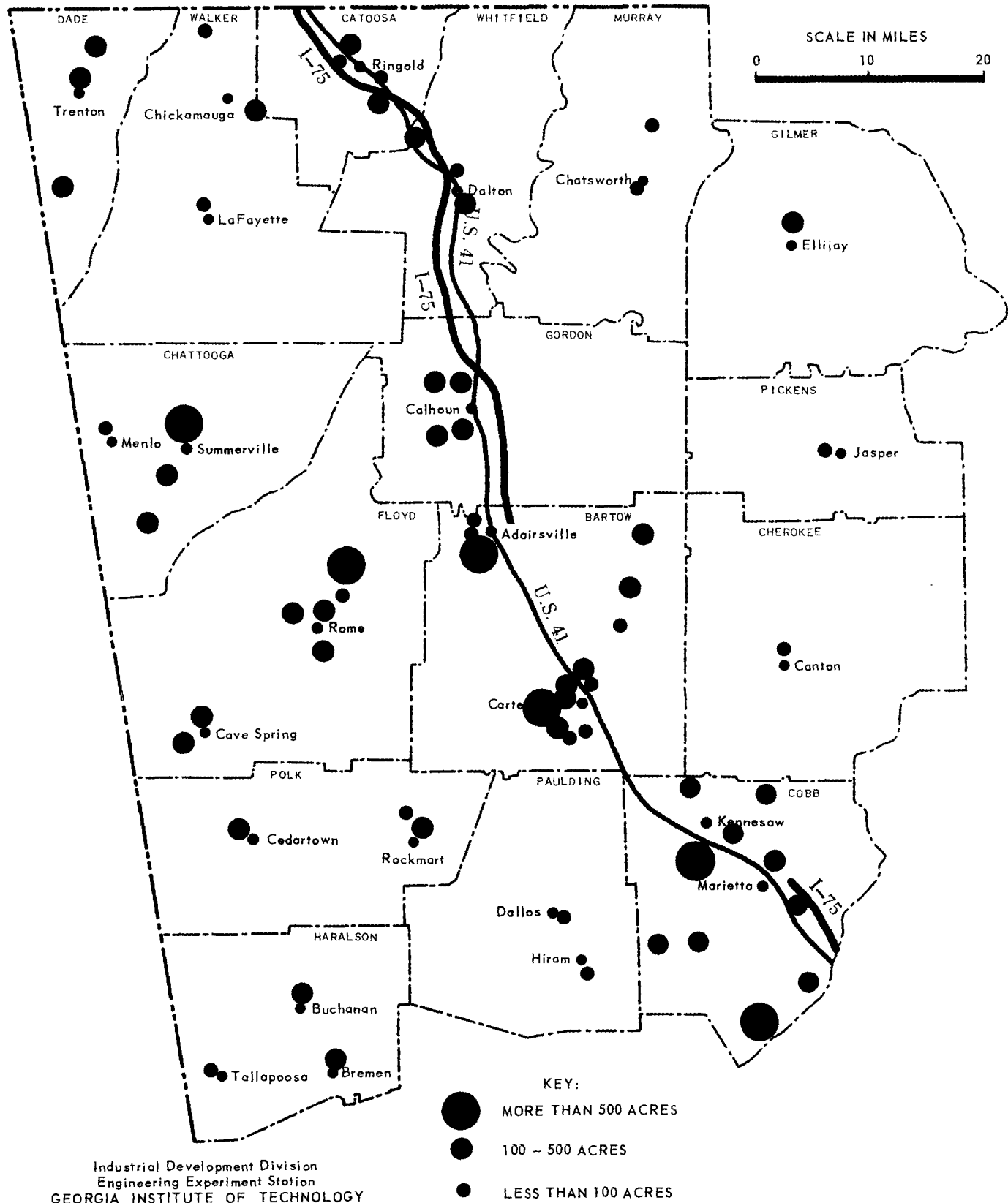


EMPLOYMENT

Employment by Place of Work, 1964

The distribution of present employment by place of work also shows an interesting pattern. Map 9-A shows the number of persons covered by the Georgia Employment Security Law in September 1964. The counties of Cobb, Floyd, and Whitfield are the only ones with more than 15,000 such employees. The only other counties having more than 5,000 employees covered by the GES Law are Bartow, Chattooga, and Walker. It is apparent that the largest portion of persons presently employed are located west of existing U. S. Highway 41.

MAP 10
INDUSTRIAL SITE LOCATIONS IN 16 NORTHWEST GEORGIA COUNTIES



SPECIAL INDUSTRIAL DEVELOPMENT POTENTIALS

Industrial Sites

An examination of the 16-county area shows that there are industrial sites or potential sites in every county. The size and location of sites which can be readily developed in Gilmer, Pickens, Cherokee, Paulding, and Murray counties are extremely limited. In the counties of Bartow, Cobb, and Gordon, which are bisected by U. S. Highway 41, a majority of the largest and best industrial sites lie west of the highway. The sites with the most promise in this 16-county area from a standpoint of size, location, and servicing are in or near Cartersville, Adairsville, Calhoun, Rome, and Marietta. Of these the four cities which are along U. S. Highway 41 have their largest and best industrial sites on the west side of the city and the highway. The counties of Whitfield, Dade, Walker, Chattooga, Polk, and Haralson have a moderate number of good sites. The preponderance of good industrial sites with the best development potential in the 16-county area lie west of U. S. 41, as Map 10 indicates.

Coosa River Development

An important long-range industrial development potential for this area is the Coosa River Project which should place Rome, Georgia, on a navigable waterway for barge traffic by 1984. Estimates have shown that 2,665,000 tons of cargo could be transported from Montgomery, Alabama, to Rome, Georgia, at an annual savings of \$6,309,000. Such an important development, even though it comes near the end of the 20-year project, deserves serious consideration because of the impact it will have on transportation into and out of this area. In particular, it can be expected to have a significant effect on industrialization of the Rome area and on shipments and traffic out of that area.

HIGHWAY USAGE

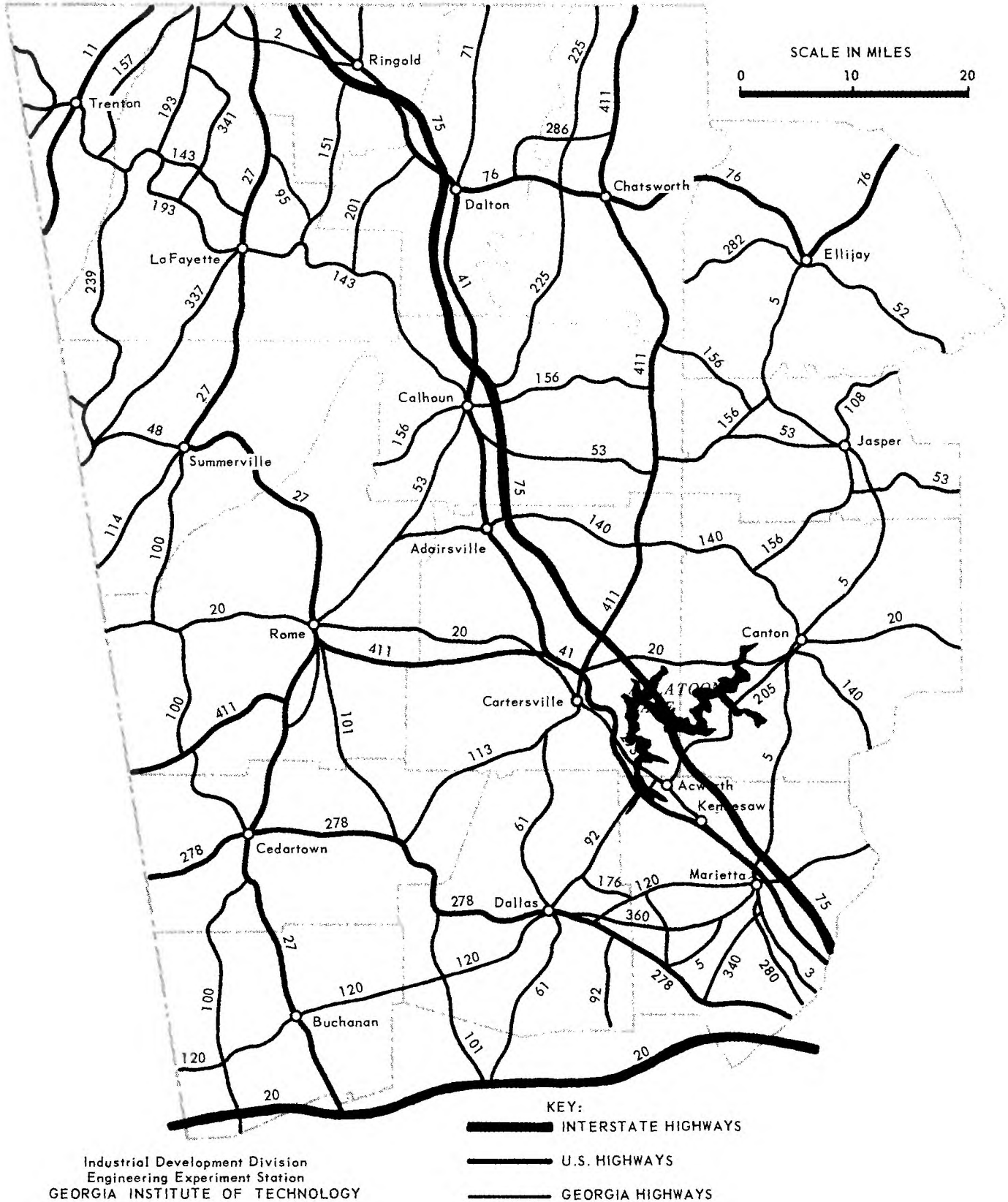
Traffic Connectors

Maps 11 and 12 give a ready reference source for the discussion of traffic movement in the study area. Regardless of whether the eastern or western route is selected, the access to an interchange for State Routes 5 and 140 would not be affected. The traffic count in 1963 on State Route 5 was 9,500 vehicles per day (v.p.d.). In 1988 it is projected to be 25,504 v.p.d. State Route 140 in 1963 carried 600 vehicles per day, and 1988 traffic is projected at 2,044 v.p.d. An eastern location would serve Highways 411, 20, and 92 directly. It is unlikely that State Route 92 will serve as a traffic connector, due to its alignment. A western location would connect directly with Highways 20, 411, 113, 61 and 92, each of which presently serves as a connector extending into a larger and more densely populated area than the eastern route.

MAP 11
 PROPOSED I-75 HIGHWAY LOCATION - MARIETTA TO ADAIRSVILLE
 WESTERN ROUTE



MAP 12
 PROPOSED I-75 HIGHWAY LOCATION - MARIETTA TO ADAIRSVILLE
 EASTERN ROUTE



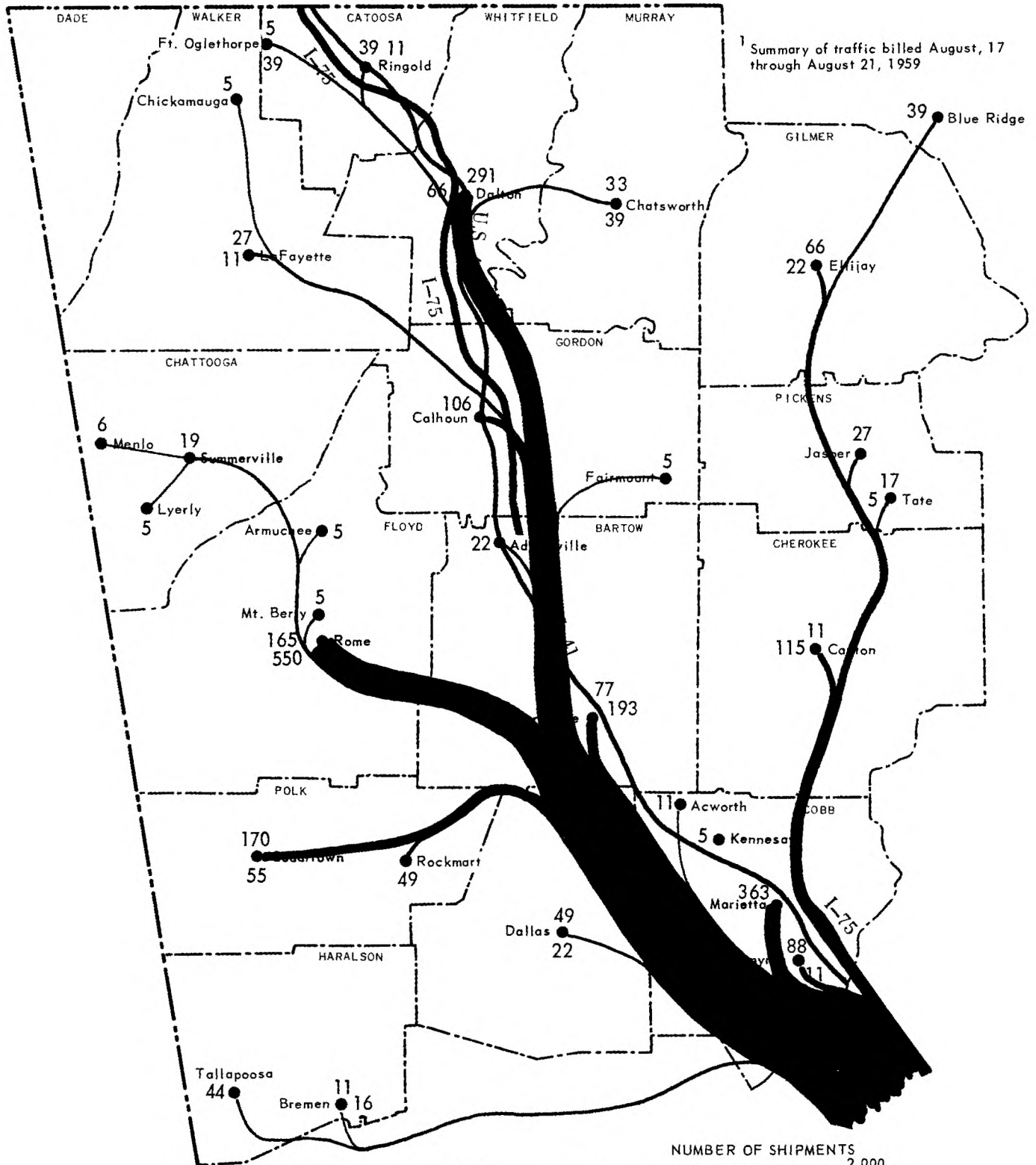
HIGHWAY USAGE

Motor Freight Shipments

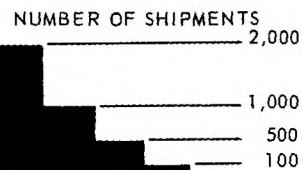
Although information concerning interstate shipments to specific locations is not available, a study was made in 1959 for intrastate shipments in Georgia. (This report was presented to the Georgia Public Service Commission as Docket No. 1281-M, Revised Exhibit B-4, witnessed by John C. McWilliams.) The information on Maps 13 and 14 shows the routes of all traffic billed by 35 intrastate carriers into and out of the 16-county area for the five-day period from August 17-21, 1959. This report indicates that 4,368 shipments -- 14.4% of the total intrastate shipments in Georgia -- were made into and out of this area during the study period. Although the total of 30,135 intrastate shipments was only 13.9% of the 217,378 interstate shipments for the same period, it is believed that the proportion of interstate shipments was roughly the same as that for the intrastate shipments shown. Thus the demand for all shipments can be expected to be as strong as for the intrastate shipments.

MAP 13

DISTRIBUTION OF GEORGIA INTRASTATE SHIPMENTS VIA MOTOR CARRIER IN 16 NORTHWEST GEORGIA COUNTIES¹ (Shipments received-by city)

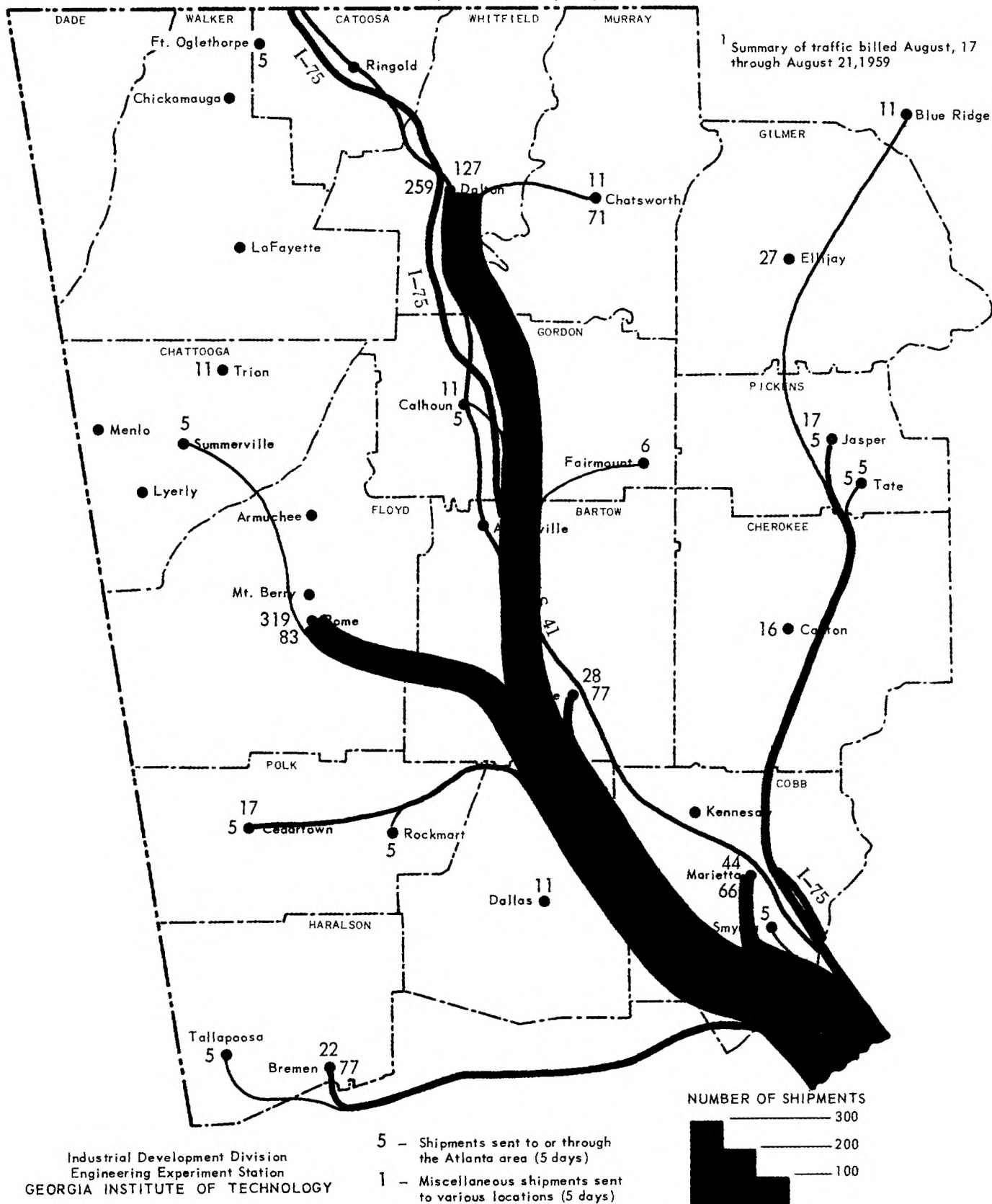


- 5 - Shipments received from or passing thru the Atlanta Area (5 days)
- 1 - Miscellaneous shipments received from various locations (5 days)



MAP 14

DISTRIBUTION OF GEORGIA INTRASTATE SHIPMENTS VIA MOTOR CARRIER
IN 16 NORTHWEST GEORGIA COUNTIES¹
(Shipments sent-by city)

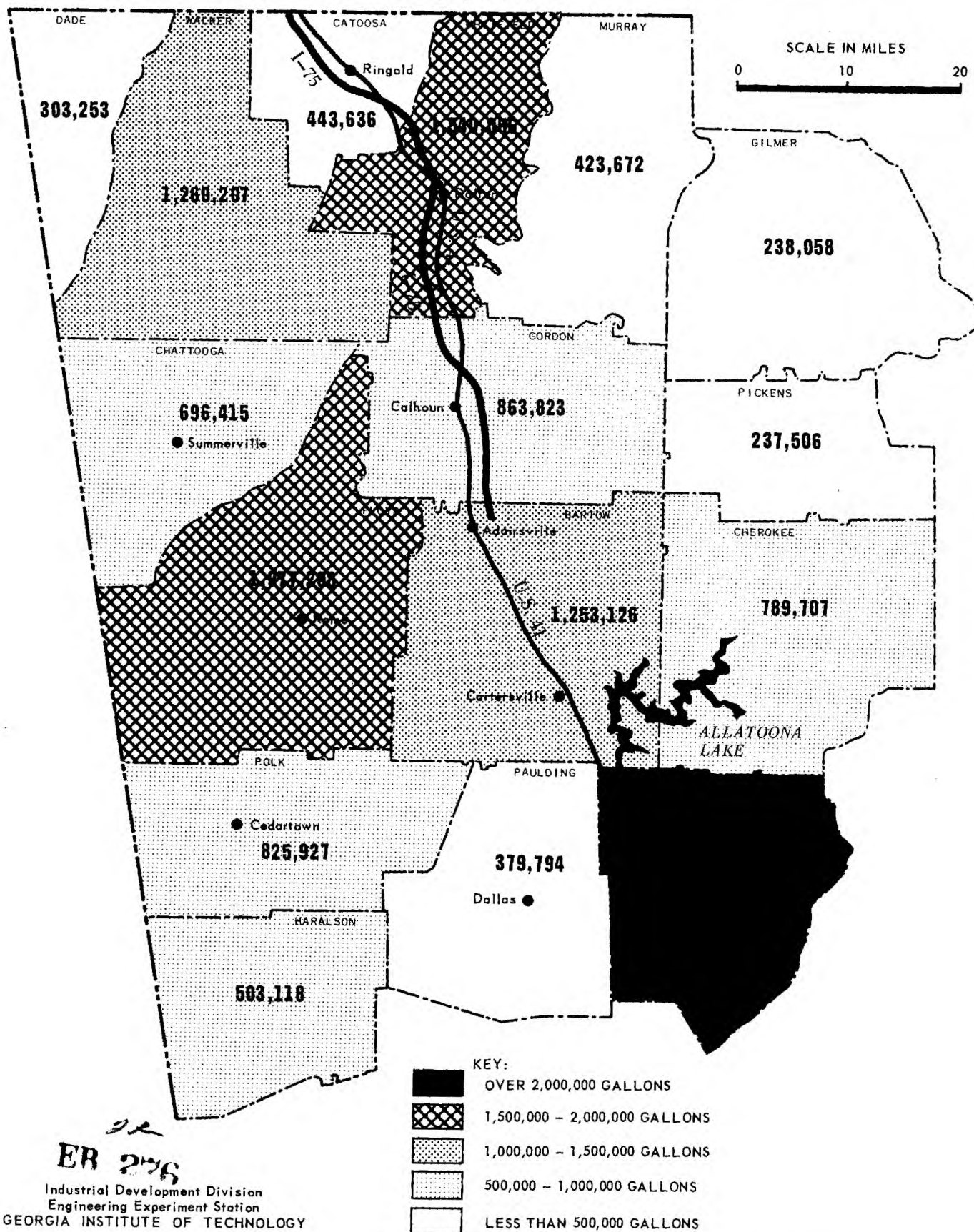


HIGHWAY USAGE

Gasoline Sales

The use of highways in a particular area is indirectly reflected in the amount of gasoline sold in the area. Also, taxes on gasoline sales account for a substantial portion of the total financing of highways. Map 15, based on gasoline sales in the study area for January 1965, not only indicates those parts of the area with the present greatest highway use, but also identifies those counties making the largest contributions to the financing of the road system in the study area.

MAP 15
GASOLINE SALES IN 16 NORTHWEST GEORGIA COUNTIES FOR JANUARY, 1965
(in gallons)



ER 276